

**2025 January - December
OOH Advertising Expenditures**
Ranked By Total Spending

Industry Categories	January - December 2025 (000)	Percent of Total Revenue	Rank	January - December 2024 (000)	Rank	Category Growth January - December '25 vs '24 (000)	Percentage Change January - December '25 vs '24 (%)
LOCAL SERVICES & AMUSEMENTS	\$2,784,802.6	29.4%	1	\$2,592,980.1	1	191,822.5	7.4%
RETAIL	\$751,945.2	8.0%	2	\$864,125.2	2	-112,180.0	-13.0%
MEDIA & ADVERTISING	\$573,639.5	6.1%	3	\$601,843.6	5	-28,204.1	-4.7%
PUBLIC TRANS., HOTELS & RESORTS	\$560,335.2	5.9%	4	\$651,102.0	3	-90,766.8	-13.9%
GOVERNMENT, POLITICS & ORGS	\$524,854.2	5.6%	5	\$630,741.6	4	-105,887.4	-16.8%
RESTAURANTS	\$494,015.6	5.2%	6	\$501,225.9	6	-7,210.4	-1.4%
FINANCIAL	\$493,953.4	5.2%	7	\$385,231.1	8	108,722.3	28.2%
INSURANCE & REAL ESTATE	\$477,620.1	5.1%	8	\$418,215.2	7	59,404.9	14.2%
COMMUNICATIONS	\$391,649.9	4.1%	9	\$327,764.7	9	63,885.3	19.5%
AUTOMOTIVE DEALERS & SERVICES	\$321,057.3	3.4%	10	\$321,819.6	10	-762.3	-0.2%
Total Top Ten Categories	\$ 7,373,873.0	78.0%		\$7,295,049.0		\$78,823.9	

Total 2025 January - December OOH Expenditures \$9,456,403,015
Overall Percentage Change January - December '25 vs '24 3.6%